

NOMINATION—CPB

HEARING BEFORE THE COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION UNITED STATES SENATE ONE HUNDRED FIRST CONGRESS SECOND SESSION

ON

SHARON P. ROCKEFELLER, TO BE A MEMBER OF THE BOARD OF
DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING

OCTOBER 10, 1990

Printed for the use of the
Committee on Commerce, Science, and Transportation

U.S. GOVERNMENT PRINTING OFFICE

35-522 O

WASHINGTON : 1990

5261-17

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NOMINATION—CPB

WEDNESDAY, OCTOBER 10, 1990

U.S. SENATE,
COMMITTEE ON COMMERCE, SCIENCE, AND TRANSPORTATION,
Washington, DC.

The Committee met, pursuant to notice, at 9:15 a.m. in room SR-253, Russell Senate Office Building, Hon. Daniel K. Inouye presiding.

Staff members assigned to this hearing: Toni Cook, staff counsel; Becky Kojm, professional staff member; and Ruth Johnson, minority professional staff member.

OPENING STATEMENT BY SENATOR INOUE

Senator INOUE. We are here this morning to consider the nomination of Sharon Percy Rockefeller to serve as a member of the board of directors of the Corporation of Public Broadcasting. Mrs. Rockefeller has been nominated to serve a term that began in April of 1987 and expires March 26, 1992.

The CPB, created by Congress to insure the viability of the American public broadcasting system, remains an important resource for noncommercial stations throughout the country. In the 20 years since the CPB was created, our public broadcast system has grown and developed into a system of which we can all be proud.

Our local stations are committed to serving the needs of their communities through both local and national programs, and the role of the CPB is to insure that stations are able to provide quality programming and promote the expansion of our public broadcast system to increase the number of Americans served. The CPB board of directors has the responsibility of working with our public stations and determining how those agencies can achieve these goals.

Public broadcasting fulfills a great need in these United States; therefore, it needs strong, reliable leaders who will support its continued growth and development. In Sharon Rockefeller we have an individual who is qualified for the position and will insure the continued integrity of the CPB.

As we all know, Mrs. Rockefeller, through her public service activities and professional career, has demonstrated a strong commitment to public broadcasting for over 13 years. Mrs. Rockefeller served for 10 years as a director of the CPB, which included serving as chairman and vice chairman of the board. Mrs. Rockefeller also served for 12 years as the director of the West Virginia Educa-

tional Broadcasting Authority and for 4 years as the director of the Public Broadcasting Service.

She is currently the President and Chief Executive Officer of public broadcasting stations WETA-TV FM, which are licensed to serve Washington, DC.

It is not often that this committee has the opportunity to consider a nominee as qualified as Mrs. Rockefeller. From 1977 to 1987 when she served on the board, our public broadcasting system faced very difficult challenges. Mrs. Rockefeller proved more than up to the task of dealing with these challenges. She fought to insure that public broadcasting had the resources and the support of the CPB to continue providing the American public with high quality programming.

There is no question in my mind that Sharon Rockefeller will give her all to the CPB during her service.

On behalf of the committee I welcome you, Mrs. Rockefeller, and look forward to hearing your views on our public broadcast system and what you see as your role as a member of the board in the 1990's.

I would like to advise the committee that all necessary information has been received by the committee relating to finances, and it is all in order.

Mr. Chairman.

OPENING STATEMENT BY THE CHAIRMAN

The CHAIRMAN. Thank you, Mr. Chairman.

Mrs. Rockefeller, you have to be very, very proud, first, on becoming Mrs. Rockefeller but most particularly on your wonderful leadership over there at WETA. I am not a bit surprised. I got interested in educational television, as we called it back in the 1950's. I started the first State Educational Television System, South Carolina ETV. When I came to the Congress in 1967 one of the first bills we passed established the Corporation for Public Broadcasting.

No one has really kept their shoulder to the wheel and kept us here in the Congress more aware of the potential of public broadcasting than Mrs. Sharon Rockefeller.

As a former chairman of the CPB, this is your third term. I congratulate you on that. Now as President and Chief Executive over there at WETA (TV/FM), I congratulate you on the production of The Civil War and your leadership throughout the Public TV community. I look forward to your confirmation and continued, not just service but, inspiration to all of us here who are interested in public broadcasting. I thought The Civil War was the finest production I had ever seen. I liked all of it except the ending.

Senator INOUE. Senator Ford.

OPENING STATEMENT BY SENATOR FORD

Senator FORD. I am inclined to agree with the distinguished Senator from South Carolina. That is the way, though, with a lot of things; the endings are bad.

First, let me just acknowledge a statement and elaborate on it for just a moment. The Educational Television System of South Carolina under Chairman Hollings, then Governor, was a model for

the rest of us. I am pleased that our State could copy what you were able to do. It took us a while to get there, but we finally did. For all the things that are now coming from it relating to the education of our children, I think we owe you a deep thanks and our gratitude for what you started.

Mr. Chairman, I am very pleased to have Mrs. Rockefeller here this morning. The only disappointing thing about it is that we just could not swap her for him.

The CHAIRMAN. She would be very good up here, but that is the way life is. It ain't fair.

Sharon, we are very pleased that you are here today. You bring knowledge, experience, and, I think, a keen desire, if I can use that term, for excellence. I applaud you for your past work and look forward to supporting you in the future as you meet the challenges of educational television or public broadcasting.

Thank you, Mr. Chairman.

Senator INOUE. Thank you.

Senator Gore.

OPENING STATEMENT BY SENATOR GORE

Senator GORE. Thank you very much, Mr. Chairman.

I used to serve on the House Communications Subcommittee, and in that capacity I got to know Sharon Percy Rockefeller before I ever knew Jay Rockefeller because she was the most articulate and persuasive witness on a regular basis coming before us in the other body, talking about the need for an intelligent, well-funded, well-thought-through public television system here in the United States of America.

I have been an ally of hers, in that I share the views she has expressed so forcefully for so long. I really rejoiced when she took the position at WETA, and I will simply share in the comments that others have already expressed, that we are indeed fortunate to have her on this board. I am honored to be able not only to support but very enthusiastically and strongly support this renewal.

One other comment following our Chairman's reaction to The Civil War series. After the first episode, one of my constituents called me, very upset and concerned, and said, Senator, I am just afraid it makes the south look bad. I said, ma'am, you are about 125 years too late on that one. Other than that, it was really a remarkable accomplishment and, I predict, only the first of a long string of similar accomplishments revolutionizing the way in which we look at public television and television itself.

So we are very fortunate, and I congratulate you.

Senator INOUE. Senator Gorton.

OPENING STATEMENT BY SENATOR GORTON

Senator GORTON. I do not wish to repeat what has been said in my absence, but I would certainly agree with the statement of Senator Gore. You all have done more to increase the knowledge and sophistication of the American people about their own history, I suspect, than almost all of the schools and textbooks in the United States combined. That ability to bring alive and to make so vivid a vitally important part of our history is wonderful. The problem is

what to do as an encore. Of course, we are here to hear some of that.

You all have done yourselves and us proud.

Senator INOUE. Thank you very much.

Mr. Leader, committee protocol would require me to recognize the senior Member of the delegation. Under the circumstances, I hope you will not mind if I recognize the junior Member.

Senator BYRD. Not at all, please.

Senator INOUE. Senator Rockefeller.

OPENING STATEMENT BY SENATOR ROCKEFELLER

Senator ROCKEFELLER. Thank you, Mr. Chairman. I thought that this would be in reverse, but I appreciate that. I considered whether or not it would be awkward for me to introduce Sharon to the committee, so to speak, and then I decided that it would be awkward if I did not.

So I am very proud to sit here by her side and to present her to you. I will then go to the back of the room where family members belong for the remainder of the hearing.

Two things, Mr. Chairman, that I would wish to say about Sharon. She believes incredibly in the nonpartisanship of the Corporation for Public Broadcasting. She believes that it is a heat shield that is to protect public broadcasting from the political vagaries or instincts that might come from anyplace.

To give an example of that, I would simply point to both the Reagan and Carter administrations, where in each case they wanted to make recess appointments to the Corporation for Public Broadcasting, each perhaps having a political objective in mind. In each case, Sharon threatened to take the Democratic president and the Republican president to court to block such a move and was successful.

I think nonpartisanship, nonpoliticalness, is essential if public broadcasting is to continue its formidable contribution to this country.

Second, I probably know better than any of her absolute and overwhelming devotion to public television. It dominates her life; it dominates her work. I am incredibly proud that she is now President of WETA-TV and Radio in Washington, because it is the work that she ought to be doing for public broadcasting and for our country. As a mother of four and as a very publicly conscious citizen of this country, she cares more deeply than I have ever seen about public broadcasting. I think she has distinguished herself both in West Virginia and on a larger scale in deep and real commitment.

I am proud to be by her side as I present her along with my senior colleague, Senator Byrd, to this distinguished committee.

Senator INOUE. May I say well done?

[The biographical sketch and prehearing questions and answers follow:]

COMMITTEE ON COMMERCE, SCIENCE,
AND TRANSPORTATION

WASHINGTON, DC 20510-6125

(If more space is needed, please use attached REMARKS sheet)

1. Name: Rockefeller Sharon Percy
(Last) (First) (Other)

Address: 2121 Park Road, N.W. WETA-TV
(Current residence) 3700 South Four Mile Run Drive
(Business)

Washington, D.C. 20010 Shirlington, VA 22206

2. Position to which Member of the Board of Directors Date of
nominated: of the Corporation of Public nomination: _____
Broadcasting

3. Date of birth: December 10, 1944 Place of birth: Oakland, California
(month) (day) (year)

4. Marital status: Married Full name of
Spouse: John D. Rockefeller IV

5. Names and ages
of children: John Rockefeller (20) Justin A. Rockefeller (10)
Valerie B. Rockefeller (18)
Charles P. Rockefeller (16)

6. Education: _____ Dates Degrees Dates of
attended received degree

Stanford University 9/62 to 5/66 B.A. 1966

New Trier High School 9/58 to 6/62 Diploma 1962

7. Employment record: List all positions held since college, including the title or description of job, name of employer, location of work, and dates of inclusive employment.

From	To	Name of employer	Address	Type of work
12/4/89	Present	WETA-TV Channel 26 FM 91	3700 South Four Mile Run Drive, Shirlington, VA	President & CEO

8. Government experience: List any experience in or direct association with Federal, State, or local governments including any advisory, consultative, honorary or other part-time service or positions.

SEE ATTACHED SHEET

9. Political affiliations activities: List all memberships and offices held in or financial contributions and services rendered to all political parties or election committees during the last 10 years.

SEE ATTACHED SHEET

Sharon Percy Rockefeller

Section A. Question 8

Government Experience

1965	Intern	Stanford-in-Washington Program in the Office of a United States Representative
1967-69	Tutor	Head Start Program, Coal Branch Heights Elementary, Charleston, West Virginia
1975-89	Member Advisory Board	National Women's Political Caucus
1975-81	Member Board of Directors and Advisory Board	Women's Campaign Fund
1976	Delegate	West Virginia Delegate to Democratic National Convention
1976-78	Vice Chairperson	West Virginia International Women's Year Coordinating Committee
1977-84	Chairperson/ Vice Chairperson	Corporation for Public Broadcasting
1977	Member	Advisory Council, West Virginia Women's Commission
1979-89	Member Board of Directors	West Virginia Educational Broadcasting Authority
1979	Member Board of Directors	Women's Research & Education Institute (Congresswomen's Caucus)
1979	Member	1980 Democratic National Committee on Site Selection
1980	Member	Advisory Committee to League of Women Voters for Presidential Debates
1980	Delegate	West Virginia Delegate to Democratic National Convention
1980	Member	West Virginia Educational Task Force
1980-81	Honorary Chairperson	International Year of the Child
1980-89	Member	Democratic National Committee
1986-1989	Member Board of Directors	Center for National Policy
1986-90	Member Board of Directors	Public Broadcasting Service

Sharon Percy Rockefeller

Section A Question 9

Political Contributions 1979-1989

<u>1979</u>	<u>Amount</u>
NOW Political Action Committee	\$ 250.
President's Club - Democratic National Committee	600.
Keep Nick Rahall In Congress Committee	50.
W.Va. State Democratic Executive Committee	700.
J-J Dinner Committee Reception	300.
Weinberger for Congress	200.
Women's Equity Action League	50.
Women's Campaign Fund	1,932.97
Democratic Congressional Dinner Committee	1,000.
Citizens for Kathleen B. Rice	100.
Sloane for Governor Committee	2,000.
ERAmerica	1,000.
National NOW-ERA Fund	1,000.
N.O.W.	100.
Democratic National Committee	1,345.77
<u>1980</u>	
Carter/Mondale Presidential Committee	25.
Democratic Congressional Dinner Committee	500.
League of Women Voters	250.
N.O.W.	500.
President's Club - Democratic National Committee	600.
Committee for Tim Wirth	250.
Women's Campaign Fund	1,250.
ERA Dinner Committee	750.
ERA Ratification Project	1,000.
Friends of Carter-Mondale	1,000.
National Women's Political Caucus	100.
Birch Bayh for Senate	1,000.
Jefferson-Jackson Dinner	150.
Committee to Re-elect Rutledge	500.
Carter-Mondale Re-election	1,000.
Friends of Liz Holtzman	2,000.
Weinberger for Congress	250.
National Federation of Democratic Women	100.
National Women's Political Caucus - ERA Fund	1,000.
<u>1981</u>	
Democratic National Committee	5,000.
President's Club - Democratic National Committee	900.
Democratic Congressional Dinner Committee	3,000.
Women's Campaign Fund	1,250.
Committee for Tim Wirth	200.
Friends of Averell Harriman	5,000.
Friends of Robert Byrd	1,000.
Chuck Percy Senate Club	1,000.
Committee to Elect Liz Holtzman	1,000.
League of Women Voters	25.
N.O.W./ ERA	1,000.
National Women's Political Caucus	1,000.
ERAmerica	2,500.

Sharon Percy Rockefeller

Section A Question 9 (continued)

1982

Cutler for Congress	\$ 250.
Constitutional Conference Committee	500.
Committee for Tim Wirth	750.
West Virginia Young Democrats	50.
N.O.W. ERA Countdown Campaign	100.
Friends of Lillie Herndon	100.
Barbara Sigmund for Senate	500.
W.Va. State Democratic Executive Committee	1,000.
Friends of Senator Byrd	1,000.
W.Va. N.O.W.	100.
Percy for Senate Committee	1,000.
Women's Campaign Fund	2,000.
Democratic Congressional Campaign Committee	500.
N.O.W./ERA Political Action Committee	250.
President's Club - Democratic National Committee	600.
Cannon for Congress	500.
Conte for Congress	500.
Wise for Congress	500.
Committee of American Principles	50.
Democratic National Committee	5,000.
N.O.W. Equality PAC	500.
National Women's Political Caucus - ERA Fund	100.
National Women's Political Caucus	50.
National Women's Political Caucus Victory Fund	500.

1983

N.O.W. - Susan B. Anthony Fund Raiser	500.
Women's Campaign Fund	2,000.
Democratic Celebration	1,000.
Democratic Congressional Dinner	1,000.
New ERA Fund	250.
Chicago N.O.W. Fund Raising Auction	15.
N.O.W. Membership	50.
National Women's Political Caucus (Joint)	1,000.
Democratic National Telethon	1,000.
Democratic Gala	5,000.
Democratic National Committee	5,000.
Committee for America's Future	5,000.
N.O.W. PAC	1,000.
Democratic Senatorial Campaign Committee	5,000.
W.Va. State Democratic Committee Reception	1,099.

1984

Chuck Percy Senate Club	1,000.
Friends of Gov. Hunt	1,000.
Committee for Tim Wirth	1,000.
Ferraro for Congress	500.
Women's Campaign Fund	1,125.
National Women's Political Caucus Leadership Development Fund	1,500.
Sloane for Governor	1,000.
N.O.W.	1,000.
Democratic National Committee Women's Council	1,000.
Democratic National Committee	1,000.
The Women's Trust	1,000.

Sharon Percy Rockefeller

Section A Question 9 (continued)1984 (continued)

	<u>Amount</u>
Women's Legal Defense Fund	\$ 250.
Hollings for President	1,000.
Dingell for Congress	1,000.
Clyde See for Governor	1,000.
Women's National Democratic Club	1,000.
Democratic National Committee	2,500.
Mondale for President	2,000.
N.O.W. - 100 Day Campaign	1,000.
The 1984 Democratic Victory Gala	1,000.
Win the Senate '84	2,000.
Jefferson Countians for Sloane	500.

1985

NOW/SBAF	500.
National Women's Political Caucus	100.
The Congressional Club	45.
National Women's Political Caucus	10.
The Ladies of the Senate	30.
The Women's Legal Defense Fund	250.
National Women's Political Caucus	250.
Senate Majority '86	1,000.
The Wonder Women Foundation Inc.	100.
The Democratic Congressional Wives Forum	12.
Committee for National Security	125.
99th Congressional Class	10.
Stuart Presioso	500.
National Women's Political Caucus	50.
The Women's Campaign Fund	2,000.
State Executive Committee	1,000.
The Women's Congressional Council	500.
NWPC	600.
Democratic National Committee	10,000.
Democratic Leadership Council	500.
W.Va. State Democratic Executive Committee	500.

1986

Committee for Wirth	300.
Women's Campaign Fund	1,000.
Senate Majority '86	5,000.
NWPC	75.
EMILY's List	250.
DCCC Dinner (Joint)	2,500.
Committee for Wirth	1,000.
Evans for Senate	1,000.
Daschle for Senate	1,000.
Conrad for Senate	1,000.
Edgar for Senate	1,000.
Jones for Senate	1,000.
Reid for Senate	1,000.
Sanford for Senate	1,000.
Leahy for Senate	1,000.
Cranston for Senate	1,000.
Woods for Senate	1,000.

Sharon Percy Rockefeller

Section A Question 9 (continued)

<u>1986 (continued)</u>	<u>Amount</u>
Fowler for Senate	\$ 1,000.
Democratic National Committee (Joint)	2,500.
DSCC	4,400.
Kathleen Kennedy Townsend	500.
<u>1987</u>	
Democrats for the 80's	5,000.
Women's Campaign Fund	1,000.
W. Va. Congressional Delegation	371.
W. Va. State Executive Committee	225.
<u>1988</u>	
Democratic National Committee	5,000.
Democratic National Committee - Kirk Party	500.
Democrats for the 80's (Joint)	1,000.
Women's Campaign Fund	500.
EMILY's List	250.
Robb for Senate (Joint)	500.
Winner's Circle	500.
Mike Dukakis for President	500.
Democratic National Committee (Joint)	2,500.
Gore for President	1,000.
Clyde See for Governor	500.
Caperton for Governor	1,000.
Jefferson/Jackson Dinner	1,000.
Kitty Dukakis Lunch	346.
W. Va. State Executive Committee	2,500.
Dukakis for President	1,500.
Caperton for Governor	1,000.
<u>1989</u>	
Caperton for Governor	1,000.
W. Va. N.O.W. Equality PAC	500.
Democratic National Committee - Women's Caucus	1,500.
Democratic National Committee - 1989 Gala	1,500.
W. Va. State Democratic Executive Committee	600.
W. Va. State Democratic Executive Committee	1,400.
Kathleen Brown for Treasurer	1,000.
Women's Campaign Fund	500.
DSCC - Fall Dinner	3,000.

10. Memberships: List all memberships and offices held in professional, fraternal, scholarly, civic, charitable, and other organizations.

SEE ATTACHED SHEET

11. Honors and awards: List all scholarships, fellowships, honorary degrees, honorary society memberships, and any other special recognitions for outstanding service or achievement.

SEE ATTACHED SHEET

12. Published writings: List the titles, publishers, and dates of books, articles, reports, or other published materials you have written.

"A Boon for Broadcasting" New York Times November 13, 1987

Sharon Percy Rockefeller

Section A, Question 10

MEMBERSHIP FROM MONTH/YEAR TO MONTH/YEAR	NAME OF ORGANIZATION	NATURE OF AFFILIATION
CORPORATE		
1/86 - Present	PepsiCo	Member, Board of Directors
PUBLIC BROADCASTING		
1/86 - 6/90	Public Broadcasting Service	Member, Board of Directors
1/85 - Present & 1/74-11/77	WETA -TV Channel 26 and FM91	Member, Board of Directors
6/81 - 3/86	Corporation for Public Broadcasting	Member
	Annenberg Project Council	
3/77 - 12/89	West Virginia Educational	Member, Board of Directors
	Broadcasting Authority	
11/77-3/84	Corporation for Public Broadcasting	Chairman, Board of Directors Vice Chairman - Board of Directors Chairman - Legislation & Planning Chairman - Education Committee
EDUCATIONAL		
2/88 - Present	University of Chicago	Member - Board of Trustees
9/89 - Present	St. Albans School	Member - Governing Board
9/87 - Present	Stanford-in-Washington Council	Chairman
9/85 - 6/88	National Cathedral School	Member - Governing Board
9/73 - 6/84	Stanford University	Member - Board of Trustees
9/75 - 6/84	P.T.A., Holz Elementary School	Member
NOT-FOR-PROFIT		
5/89 - Present	Joint Center for Political Studies, Inc	Member - Board of Governors
3/89 - Present	The Dole Foundation	Member - Board of Trustees
4/68 - 10/78	Mountain Artisans	Chairman and Founder
9/68 - 6/73	Sunrise Museum	Member, Board of Directors
OTHER		
1/85 - 12/89	Rockefeller Brothers Fund	Member, Board of Directors
6/79 - 12/89	Rockefeller Family Office	Member, Board of Directors
6/74 - 12/76	Rockefeller Cousins Association	President
9/86 - 12/89	National Board of the Smithsonian	Member
	Associates	
9/85 - 12/89	Commission of National Museum	Member
	of American Art	
7/73 - 12/81	International Council of Museum of	Member
	Modern Art	
1/79 - 6/82	ERAmerica	Co-Chair
1/69 - 12/72	Day Care and Child Development	Member - Board of Directors
	Council of America	
9/67 - 6/69	Head Start	Teacher's Assistant
POLITICAL		
1/75 - 12/89	National Women's Political Caucus	Member - Advisory Board
1/86 - 12/89	Center for National Policy	Member - Board of Directors
1/80 - 12/89	Democratic National Committee	Member
6/75 - 12/81	Women's Campaign Fund	Member - Advisory Board and Member - Board of Directors

Arron Percy Rockefeller

Section A, Question 11

HONORS AND AWARDS

1989	Doctor of Humane Letters, West Virginia, Wesleyan College, Buckhannon, West Virginia
1987	Ralph P. Lowell Award from the Corporation for Public Broadcasting
1987	Edward Elson Award, from National Public Radio
1986	Doctor of Humane Letters, Pine Manor College, Chestnut Hill, Massachusetts
1984	Doctor of Humane Letters, Wheeling College, Wheeling, West Virginia
1982	Doctor of Humane Letters, Hamilton College, Clinton, New York
1980	Doctor of Humane Letters, West Liberty State College, West Liberty, West Virginia
1978	Doctor of Laws Degree, Beloit College, Beloit, Wisconsin
1977	Doctor of Laws Degree, University of Charleston, Charleston, West Virginia
1977	Doctor of Public Service, Alderson-Broaddus College, Philippi, West Virginia

PRE-HEARING QUESTIONS FOR SHARON PERCY ROCKEFELLER
NOMINEE TO THE CORPORATION FOR PUBLIC BROADCASTING
FROM THE MAJORITY

Question #1: What initiatives would you undertake as a member of the CPB Board?

Response: If confirmed for the CPB Board of Directors, I would like to see the Corporation take initiatives in the following areas:

1. To enhance ties with educational institutions which are the bedrock of public broadcasting.
2. To improve relationships between the Corporation and the ITVS (Independent Television Service) and Minority Initiative (MI).
3. To explore the possibility of increasing the financial incentive in the CSG formula to encourage more stations to undertake national productions.
4. To expedite the co-production and acquisition of international programming to share the financial burden of producing high quality programs.
5. To cultivate a better understanding of the potential of public broadcasting to address social problems.

Question #1 continued: What issues are of particular interest to me?

Response: The issues of particular interest to me are:

1. To help execute the new compromise between CPB and PBS on the division of their roles in the support of national programming (i.e., CPB will fund new programs and PBS will finance and schedule the national program service.)
2. To assure that CPB will initiate the most innovative, creative, and diverse new programs for the public television system.
3. To help implement CPB's Needs Assessment study.
4. To highlight the need for more educationally-oriented children's programming.
5. To obtain full federal funding for the satellite replacement project.

Pre-Hearing Questions for Sharon Percy Rockefeller
 Nominee to The Corporation for Public Broadcasting
 Page 2

6. To encourage high visibility "blockbuster" programming for the national schedule.
7. To stimulate additional support for the Public Television Outreach Alliance.

Question #2: In general, are there any changes you would like to make in the policies and procedures of the CPB?

Response: As of now, I have no particular changes to CPB's policies and procedures in mind. Now that Congress has appropriated \$9,000,000 for the Independent Producers and Minority Initiative fund, I shall do all I can to ensure that the CPB grant process is open to all. I believe it would be helpful if CPB Board members as well as station managers were more visible during Congressional Reauthorization and Appropriations hearings. I might suggest bringing Ken Burns and Shelby Foote, America's newest "folk heroes" along, too!

Question #3: Should the Board of Directors of the Corporation for Public Broadcasting have any input in determining appropriate program content?

Response: No, I do not believe that members of the CPB Board should have input in determining the content of CPB-funded programs. The correct role for the Board is:

1. To undertake a Needs Assessment study for the public television and radio systems.
2. To determine proper categories for expenditure of program funds, as well as determine the order of priority for the division of these funds (i.e., children's, public affairs, history, science and nature, etc.).

Pre-Hearing Questions for Sharon Percy Rockefeller
 Nominee to The Corporation for Public Broadcasting
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Question #4: One of the issues that has arisen repeatedly in connection with the Corporation for Public Broadcasting is the propriety of federal funding for public broadcasting. Do you support federal funding as a method of financing public radio and television?

Response: Yes, I am a strong supporter of federal funding as a method of financing public radio and television. Federal funds constitute only 17% of public broadcasting's entire \$1.5 billion budget, but these funds are crucial to our ability to raise and leverage the rest of the money. For example, without federal funding, there would have been no Civil War series. WETA could advance checks to Ken Burns of \$20,000-100,000 throughout the five-year duration of production. Without significantly larger contributions from the Corporation for Public Broadcasting and the National Endowment for the Humanities, we would never have been able to raise the "finishing funds" from the Arthur Vining Davis and MacArthur Foundations and General Motors.

Question #5: What are your views on alternative financing, such as enhanced underwriting for public broadcasting?

Response: Alternative financing for public broadcasting could come from an annual spectrum fee from auctions of new spectrum, from a federal tax on TV sets or cable service, or from a transfer fee proposed by Senator Hollings several years ago. I support each of these possible sources of financing but concerns have been raised about each in the past.

I do support enhanced underwriting as an alternative source of financing for public broadcasting. Nevertheless, we must beware of "creeping commercialism." If the on-air look of public broadcasting is excessively commercial, it would harm us severely. Not only would the federal government, states, and educational institutions cease supporting us, but viewers and listeners probably would, too. Corporations like PepsiCo, which underwrites the MacNeil/Lehrer NewsHour, want sufficient identification for their \$21 million investment, which is understandable. They must also live within the PBS guidelines for corporate underwriting which assure the non-commercial nature of public broadcasting. The fine line between "enhanced underwriting" and "creeping commercialism" must be drawn and honored.

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Senator INOUE. Now, Senator Byrd.

**STATEMENT OF HON. ROBERT C. BYRD, U.S. SENATOR FROM
WEST VIRGINIA**

Senator BYRD. Mr. Chairman, distinguished Members of the committee, let me begin by saying that it is with great pride that I am here today with my very distinguished colleague, a man who has served West Virginia well—first in the House of Delegates, then as Secretary of State, then as Governor, and now as a United States Senator. I cannot express as well as I would like my pride in Jay Rockefeller as a colleague. He is absolutely forthright, honest, and he speaks with candor, which in itself is a refreshing attribute in this day and time, where politicians especially are concerned.

I am equally as proud to appear here today to say just a few words on behalf of Sharon Rockefeller, who needs no words from me. To paraphrase Senator Fritz Hollings, I would say, Jay, that you are very, very lucky that Sharon agreed to let you change her name to Mrs. Rockefeller.

Walt Whitman said that "man is a great thing upon the earth and throughout eternity but that every jot of the greatness of man is unfolded out of woman." As I view the wives of the two Senators from West Virginia, Sharon and my own wife, Erma, I am sure Walt Whitman had it right.

DeToqueville, that great Frenchman who came to this country over 150 years ago, said that if he were asked to what the singular prosperity and the growing strength of the American people ought mainly to be attributed, he would say "to the superiority of their women." It is to such a lady, to such a superior woman, that I now refer when I say that I am honored to join Jay Rockefeller in presenting Sharon Percy Rockefeller as a nominee before this committee.

As we all know and as has been said here, Mrs. Rockefeller has been nominated by the President to serve on the board of directors of the Corporation for Public Broadcasting. This is a wise and commendable decision by President Bush, and I urge the Senate Commerce Committee, which needs no urging from me, to approve the nomination with great enthusiasm and due speed. It is hardly relevant to point out that Sharon Rockefeller has the distinction of being both the daughter and the wife of a United States Senator.

I think most, or all, of us have had the privilege of serving with Senator Chuck Percy and, of course, now with Senator Jay Rockefeller. I first became acquainted with Sharon when she came to our State of West Virginia in 1967 when Jay Rockefeller served as governor. Sharon's contributions as first lady were unexcelled. With her immense talent and commitment, she provided leadership in efforts to assist the elderly, to improve our schools, to highlight the needs of women in the State, to strengthen economic opportunity for West Virginians, and to develop a strong public broadcasting network for the State of West Virginia.

It is, of course, Mrs. Rockefeller's record of service and achievement on behalf of public broadcasting that has led to this nomination to the Corporation for Public Broadcasting. We all know from her resume that she has been a champion and leader in this area

for many years. She has served on the boards of a number of organizations in the field and was an outstanding chairperson of the corporation for public broadcasting during the years 1981 to 1984.

Both the Washington, DC., region and the Nation were recently blessed when she was made President and Chief Executive Officer of WETA, the public broadcasting station. I have no doubt that Sharon Percy Rockefeller will give the best of her abilities, her knowledge, and her supreme dedication to the Corporation for Public Broadcasting.

Without reservation and with tremendous pride, I recommend her for this important post. I know that we all will continue to benefit from her excellent services.

Thank you, Mr. Chairman.

Senator INOUE. Thank you, Senator Byrd.

Senator BYRD. Thank you, Jay, for permitting me to share this moment with you.

Thank you, Sharon, for the excellent work that you do for all of us. I liked The Civil War. I did not care too much for the ending, either. West Virginia was divided in that great war and became the 35th State on June 20, 1863, a State born out of that great civil strife. Two-thirds of our people were sympathizers of the Union, and about a third were Confederates. I lost a great uncle in the battle that is referred to as Pickett's Charge. He was fighting for the Confederacy.

Again, thank you, and let me thank the Chairman and the Members of this committee for the daily services that they render to the Nation.

Senator INOUE. Thank you very much.

Now, Mrs. Sharon Percy Rockefeller.

STATEMENT OF SHARON PERCY ROCKEFELLER

Ms. ROCKEFELLER. Thank you, Senator Inouye. Senators Hollings and Byrd, I appreciate your being here. I know it is a busy day for you. Senator Gorton, Senator Gore.

I would like to open by adding a few words not only to yours but also to the millions already expended on The Civil War series. Of course, I have a proprietary interest in the series because WETA co-produced the program. In many ways, The Civil War is a textbook case of how public television works at its very best.

The series began with the right producer, the single most important element for success in television. Ken Burns is everything you would want in a producer: smart, audacious, creative, obsessive, and stubborn. By music, voice-overs and still pictures imaginatively, he managed to overcome an immense obstacle, the complete lack of film footage of either the war or its leading protagonists. Ken spent more time making the series than our country spent fighting the war.

The subject was compelling, a remorseless war that has a permanent, almost mythical hold on American imagination. The war presented powerful material that in Ken's hands became transcendent.

The third ingredient was the financial support that independent filmmakers need desperately. The seed money came from WETA

and two Federal agencies, without whom the series clearly would not have been produced, the Corporation for Public Broadcasting and the National Endowment for the Humanities. Later, Ken received major grants from the Arthur Vining Davis Foundation, the MacArthur Foundation, and from General Motors, the corporate sponsor.

We in the beginning in 1986 gave him a check for \$20,000, which was all WETA could afford. Later we finally advanced him another check for \$100,000. That is literally all our station had, but we kept him going, and it was really the Federal money that allowed this series.

The fourth element which is so often missing from public broadcasting was promotion. General Motors spent \$1 million to orchestrate a massive publicity campaign, including full-page ads in major newspapers and in TV Guide and long feature articles in almost every American newspaper. You have to have spent the prior month on Mars not to have known The Civil War was coming.

The final element was scheduling. PBS ran the program on five straight nights, 11 hours in a row, which was a daring strategy. The decision paid off, because it capitalized on the feverish promotion and because the series itself was good enough so that millions of viewers decided to put the rest of their lives on hold and watch The Civil War every night.

In the end, all of these elements came together: producer; subject; money; promotion; and scheduling. The Civil War has drawn the largest audience ever for a PBS series. 14 million watched the series on the first night. By the fifth night, more than 34 million households, 1 in every 3, watched all or part of the series. When the final numbers come in, we estimate that 50 million people will have watched part of the series.

At Erol's, the sales of blank tapes increased 40 percent that week so people could tape it and keep it for their future. The series is what we call "an evergreen". It will live on and on with each station having the right to play it five more times in the next three years.

There is also a superb book written by Geoffrey Ward, Ken Burns and his brother, Ric, videocassettes that people will watch at home and at school for years and years to come, and 73,000 teachers guides and other educational material that we distributed free of charge to America's middle schools and high schools. For students and scholars alike, The Civil War series will stand as the definitive visual record of the war and as a brilliant work of art.

The success of that series is going to be hard to match, but it does give us something to aim for. Both at WETA and at CPB I shall work to energize public broadcasting, to prod it, shake it up, and to do whatever we can to give our viewers and listeners the very best broadcast service in the country.

Thank you very much for your assistance with my nomination to the CPB board. I would be glad to answer any questions.

Senator INOUE. Thank you very much, Mrs. Rockefeller. I have no questions.

Senator Hollings.

The CHAIRMAN. Mrs. Rockefeller, just one comment. I agree with you regarding Ken Burns and your descriptive adjective as stubborn. Yet, Shelby Foote said that he would yield to historical truth, and that was very good for a producer because there are several items in there to be corrected from time to time. Of course, I was particularly thrilled to see Shelby Foote come into his own. He deserves it. He has worked his life there. The whole thing was a tremendous education for us all.

I am prepared after the other gentlemen are through, because I know the distinguished Chairman here has another hearing for his defense appropriations markup, to move that we suspend our rules and that we report Mrs. Rockefeller unanimously to the floor for confirmation. We will check, and I am sure we can get unanimous approval of the committee.

Senator GORE. I just want to note that Shelby Foote is a distinguished citizen of Tennessee.

The CHAIRMAN. Now.

Senator GORE. He saw the light and moved to Memphis.

I agree with your suggested course of action, Mr. Chairman. We are all just thrilled at this nomination. I do not wish to pursue any questions at this point.

The CHAIRMAN. I would move her nomination be reported unanimously.

Senator INOUE. Without objection, so ordered.

Congratulations, Mrs. Rockefeller.

The hearing is adjourned.

[Whereupon, at 9:45 a.m., the hearing was adjourned.]